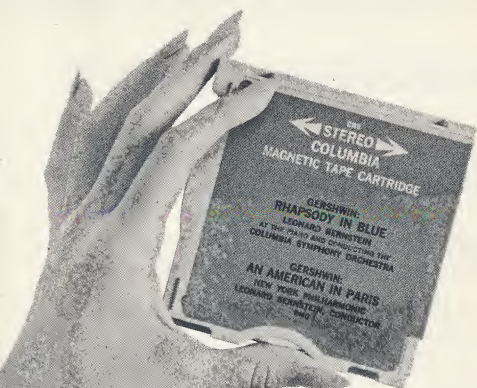




The Revere Stereo Tape Cartridge System Brings the finest Columbia Recordings to You!

Whether you prefer classical music, pop, jazz or show tunes . . . you are sure to find your favorites among the sensational new collection recorded by Columbia for the Revere Stereo Tape Cartridge System. Get the full list from your dealer. Here are just a few examples:

☐ **Peg O' My Heart**—The Harmonicats ☐ **Memories are Made of This**—Ray Conniff & his Orchestra & Chorus
☐ **TV Sing Along**—Mitch Miller ☐ **Mucho Gusto!**—Percy Faith & his Orchestra ☐ **A Mighty Fortress**—Mormon Tabernacle Choir ☐ **More of Johnny's Greatest Hits**—Johnny Mathis ☐ **Sketches of Spain**—Miles Davis
☐ **Show Time**—Doris Day ☐ **The Power and Glory**—Mahalia Jackson ☐ **A Johann Strauss Festival**—Ormandy/Philadelphia Orchestra ☐ **Breakin' It Up on Broadway**—Dukes of Dixieland ☐ **Wonderland of Sound**—Andre Kostelanetz ☐ **AND MANY MANY, MORE!**

3M **Revere Camera Co.**
A SUBSIDIARY OF 3M COMPANY

2501 Hudson Road, St. Paul 19, Minn.
HARRY E. OPPENLANDER

Hi Fi Studio

17½ South Chester Road
 Swarthmore Pa.

RC-CRES(1123.)s Telephone - Ki 4-2828 Printed in U.S.A.

THE 1963 BIG CHANGE IN MUSIC!

ANNOUN- CING!

Revere 3M
A SUBSIDIARY OF 3M COMPANY

The Revere Stereo Tape Cartridge System

with the world's first self-changing sound tapes

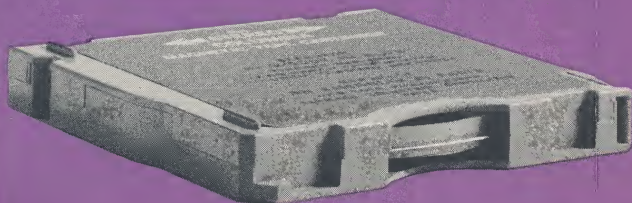
This beautifully portable instrument threads the tapes from unique cartridges, plays and changes tapes again and again for 45 minutes or up to 15 hours of unattended, completely automatic music. Even a child can operate it . . . yet a connoisseur will appreciate its magnificent stereophonic high-fidelity. Choose from the best Columbia recordings of popular music, jazz, show tunes and classical music. You can even record in stereo if you wish. Hear the world's finest sounds produced by two separate power amplifiers, controls and high output speakers. See this revolutionary new concept in sound reproduction today!



3M
COMPANY

HERE ARE THE REASONS WHY THE REVERE STEREO TAPE CAR

A sensational breakthrough in tape technology!



Three new developments made it possible to reduce the recording and playing speed of this new tape to only $1\frac{1}{8}$ inches per second *without loss of fidelity*:

1. more closely controlled tolerances and surface smoothness, with new tape materials . . .
 2. unique and improved new recording and play-back heads . . .
 3. two separate amplifiers with unusually low noise characteristics, plus equalization to complement the improved tape and head characteristics.
- Up to 45 minutes of stereo playing time is contained in *one* of these new $3\frac{1}{2}'' \times 3\frac{1}{2}''$ plastic encased tape cartridges. Has same fidelity as conventional tapes recorded at *4 times* this speed. Tape is especially strong and long-wearing.

SPECIFICATIONS

SIZE: $7'' \times 14\frac{1}{2}'' \times 14\frac{1}{2}''$

WEIGHT: 32 Pounds

POWER CONSUMED: 110 Watts (AC only)

WOW AND FLUTTER: Less than 0.3%

SIGNAL TO NOISE RATIO: Greater than 48 DB

POWER OUTPUT: 9 Watts per Channel, 5 Watts Continuous at 5% Harmonic Distortion (Total 18 Watts)

INPUTS: Microphone 2 Mv—10 Megohms, Phono-Radio-TV—1 Megohm

OUTPUTS: Auxiliary—IV Nominal, Speaker—8 OHM

FREQUENCY RESPONSE: 40—15000 CPS ± 3 db at $1\frac{1}{8}$ IPS

TRACK WIDTH: 0.45" Wide

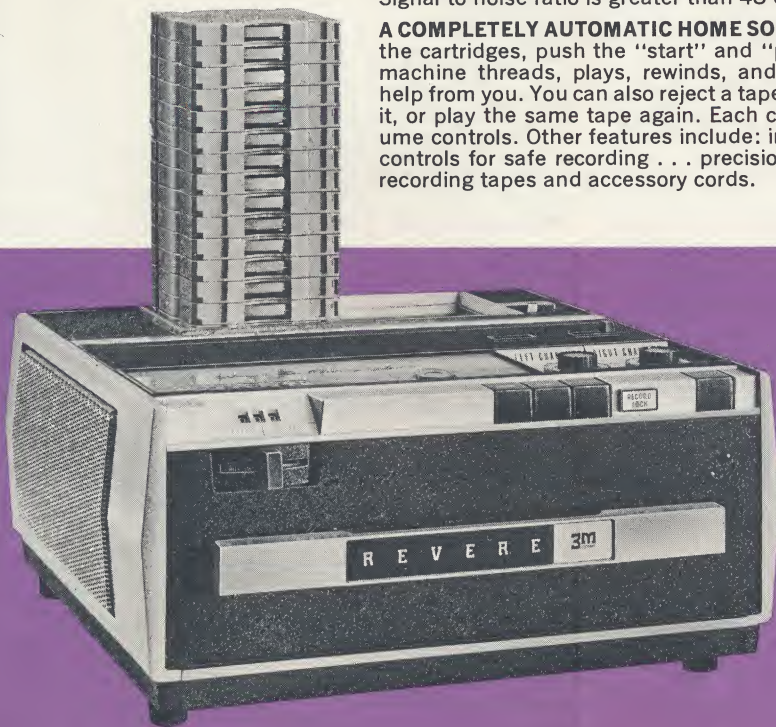
PLAYING AND RECORDING TIME: Up to 1 Hour and 36 Minutes (Monophonic) Per Cartridge—up to 48 Minutes (Stereo) Per Cartridge

TRIDGE SYSTEM BEGINS A NEW ERA IN LISTENING PLEASURE!

This system is completely portable... yet produces dramatic high fidelity!

This precision-built, top-quality stereophonic player-recorder weighs only 32 pounds and is completely portable! Yet, it has two large speakers, together with two powerful amplifiers which provide peak power output of 18 watts—amazing concert-hall stereophonic fidelity! Frequency response ranges from 40 to 15,000 c.p.s. (± 3 db) on both record and playback. Signal to noise ratio is greater than 48 d.b. weighted.

A COMPLETELY AUTOMATIC HOME SOUND SYSTEM! All you do is position the cartridges, push the "start" and "play" buttons . . . and this unique machine threads, plays, rewinds, and plays the next tape without any help from you. You can also reject a tape as it is playing, advance or reverse it, or play the same tape again. Each channel has separate tone and volume controls. Other features include: instant stop button . . . interlocking controls for safe recording . . . precision index counter . . . microphones, recording tapes and accessory cords.



*See The Revere
Stereo Tape
Cartridge System...*

Then you'll know why
we call it "The completely
new concept in home
sound systems!"